

# GIRL GUIDE COOKIES



## Cookie Selling Guide, Tool Box and FAQ for Unit Guiders

### Selling Guide – More than 30 Ideas and Opportunities

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#### *Promote to the girls and parents!*

- Send out a 'Cookie Facts' letter to parents before cookies arrive in your unit (speak with your DC)
- Talk up Cookie All Stars – Provide information about this rewards program
- Ask Pathfinders or Rangers to come and do 'Cookie College' meetings for Sparks, Brownies, and Guiders to get the girls ready to sell cookies
- Make sure that the girls and parents understand and see the direct benefit to them of selling cookies (see *Girl Guide Cookie Money* idea below)
- Engage the girls in making choices about where the cookie money is going to be spent and let the parents know. Hint: Reduction in costs of outings and camps makes selling worthwhile for parents.
- Have a night where you use Girl Guide cookie recipes to make great desserts – make sure the girls get to take some home – hand out the Girl Guide cookie cookbook to parents



*If you engage the girls and the parents, you are more than half way to cookie selling success!*



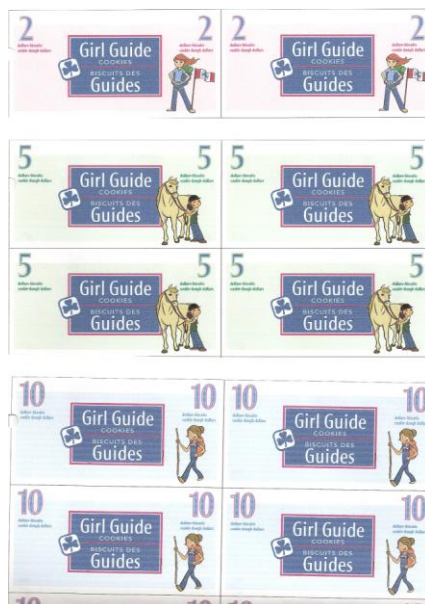
## Girl Guide Cookie Money – An idea whose time is now!

Introduce cookie dollars this fall. Denominations are available in \$2, \$5 and \$10. Below you will find instructions and suggestions on how to use the “cookie dough dollars”. Print them from [Unit Support Resources – Cookies](#) in Member Zone. See sample below.

### A few ideas:

When the girls sell their cookies they can earn cookie dough dollars (you decide on what denominations apply per case or per ‘x’ number of boxes):

- Earn dollars off next camp or outing
- At the end of the campaign, girls can redeem their cookie dough dollars for ballots to win a prize (Remember, prizes don’t have to cost money... It could be that they are Cookie Queen for the day, and they get to choose crafts, or what program activity the unit will do together next!)
- Use cookie dough dollars to play “store” with the younger girls and teach them about counting and making change for when they are out selling cookies.
- Use cookie dough money to help girls choose how to spend the money earned by seeing how much they earned (use the dollars) and then making choices on how to spend it





## Treasure Trove of Selling Ideas!



Visit a senior's residence, hold a cookie tasting and cookie tea party



Send a cookie e-greeting for girls and parents to send out



Leave cookie door hangers or 'Sorry I missed you' cards



Hold a cookie carnival. Use your imagination; think up cookie games, costumes, cookie creatures



Offer free face-painting for children if their parents purchase three or more boxes of cookies



Plan and promote a cookie selling event at a community event or high traffic location. For support and ideas of how to get the word out, contact the provincial PR Adviser: [pr.rp@guidesquebec.ca](mailto:pr.rp@guidesquebec.ca)



Sell to businesses. Remind them that cookies make great boardroom snacks, client appreciation and staff recognitions



Be sure to remind your customers that cookies make great gifts



Hand out the cookie recipe book when selling cookies



Send a cookie thank you card to customers who purchase large quantities of cookies



Go to your local university and/or college and sell to students



Have a unit meeting and decorate cookie t-shirts or buttons so that everyone knows that cookies are for sale!



Challenge some local celebrities to a cookie challenge – stacking cookies, or a cookie toss, and invite your community to come and watch. Contact your PR Adviser ([pr.rp@guidesquebec.ca](mailto:pr.rp@guidesquebec.ca)) for help with media coverage for your event.



Combine door-to-door sales with an orienteering race (girls have to follow clues/map coordinates to find their route or get rewards)



Wear our very own made in Québec cookie costume when selling at a booth or event (Contact [cookies.biscuits@guidesquebec.ca](mailto:cookies.biscuits@guidesquebec.ca) for more information)



Put up posters a week before you start selling. Remind people of where and when you will be selling cookies and who to contact in case they miss you (make sure it's an adult's contact information)



Sell cookies at garage sales



Create a cookie drive-thru in a parking lot



REWARD your unit – have a Unit Guider do something crazy if the unit meets their sales goals, like dyeing someone's hair BLUE!



Contact a local hotel or bed and breakfast to see if they would like to buy Girl Guide cookies as a thank you for guests or to put out with afternoon tea



Carry your cookie shipping carton around while you're walking the dog. You'd be surprised how many people will recognize the logo and you can make a sale on the spot!



Create a top cookie seller award for girls in your unit, or a unit surprise if everyone meets the cookie selling goal

## Tool Box

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Bilingual **cookie selling tools** are available in **Member Zone**:

- [Unit Support Resources > Cookie Selling Resources](#)
- [Administration > Cookie PR Toolkit](#)



You'll find door hangers, brochures, selling tips, as well as sample letters for requesting booths at public locations, ideas on how to publicize your cookie selling event and more!

**Cookie posters** – in English and French – are available from your DC or from the provincial office.



Don't forget about the **Cookie tracking forms** available for Unit Guiders on the '[Cookie Resources](#)' page of the QC website!

## Cookie Basics – FAQ – (Questions you had but were afraid to ask!)

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### 1. Why do we sell Girl Guide Cookies?

- Girl Guide cookies are the official fundraiser for Girl Guides across Canada. The money raised through cookie sales funds innovative and dynamic programs for girls. GGC sales of cookies amount to \$13 million dollars per year. After paying Dare for the product, the money is distributed in this way in on a per case basis:
  - o National organization - \$4.00 – For new programming, girl events, international travel, special initiatives
  - o Province of Québec – \$21.20 - Camp Wa-Thik-Ane, girl events, national and international travel for patrols (selected as patrol members), assistance for membership fees and camps
  - o Units - \$11.55 to support unit activities
- Girl Guides have been selling cookies in Canada since 1927.

### 2. Do Girl Guide Cookies contain trans fats? Are they nut free?

- Since 2010 our classic chocolate and vanilla Girl Guide cookies have 0 g trans fat per serving while our chocolatey mint cookies have 90 per cent less trans fat per serving than before.
- Girl Guide cookies are produced in a nut-free/peanut-free bakery to ensure that more Canadians than ever can enjoy them. Look for the peanut-free logo on the box.

### **3. Is the packaging for cookies environmentally friendly?**

- Girl Guide cookie boxes are environmentally friendly – they are printed on 100 per cent recycled material while the box's coating is water-based (which is more eco-friendly than previous coatings).

### **4. What is the shelf life of Girl Guide cookies? How do you know the production date? How should I store cookies?**

- The shelf life is six months after production, although the product, if stored properly (cool and dry location or in freezer), is still edible and tastes good after six months. However, GGC recommends that cookies not be sold after the six month period to retain the high quality of standards and flavour consumers have come to expect from Girl Guide cookies.
- Check with the provincial Cookie Adviser - [cookies.biscuits@guidesquebec.ca](mailto:cookies.biscuits@guidesquebec.ca) - to determine the production date if you have any questions.
- Ensure your storage space is clean and dry and offers appropriate product protection. Storage locations should be free of chemicals, paints or any solvents producing an odour that can be absorbed by the cookies. Keep cases dry, away from moisture of any kind and beware of cement floors that may transfer moisture. Deliveries will not be made to any location having dirty floors. Keep the cookies away from heat, do not store in a vehicle or outdoors.
- Mint cookies should be stored at a temperature controlled between 10deg – 20deg Celsius, sandwich cookies below 28deg Celsius.

### **5. Delivery Day – What do I need to know?**

- Delivery vehicles larger than a cube van must park at the curb to avoid damage to the home owner's property.
- Work place safety and insurance broad regulations need to be followed: Do not ask delivery people to remove their safety footwear to enter your home, the delivery people have the right to refuse to deliver if unsafe conditions exist.
- Do not assist the delivery person with unloading.
- Unloading:
  - ✓ Inspect the shipment thoroughly (count cases and inspect for damage); when signing the POD (proof of delivery), ensure you sign both copies.
  - ✓ If your count does not match the POD or you were not given sufficient time to conduct a proper check, make a note on both copies of POD and then sign them.
  - ✓ Do not accept any damaged cases; ask the delivery if there are extra cases available on the truck to replace damages or shortages before signing the POD.

- ✓ Deliveries will not be made to any location having dirty floors. Cases may be unloaded from the pallets by hand by the delivery person. Please note that cases cannot be stacked more than eight cases high at the storage location.
- ✓ It is the responsibility of the receiver to dispose of the pallets and shipping materials. If you wish the delivery company to take back the pallet at the time of delivery you should request this at the time of entering the original cookie order.

## 6. How can I dispose of unsold/past date cookies?

- A unit or other Guiding entity may donate unsold cookies to a charitable organization, if they wish, such as a food bank. Donating surplus cookies to such organizations ensures that unsold cookies are used in a responsible and ethical way.
- Before any unsold cookies are donated, cookie boxes must be labeled or marked in some way to prevent the resale of the cookies by a third party receiving them. Cookies may also be removed from boxes, but left in the tray with cellophane wrapping intact. These steps help to avoid avoiding the cookies being resold, undermining the cookie campaigns of local units and councils and jeopardizing the integrity of the Girl Guide brand.
- Girl Guide cookies are distributed and marked exclusively through GGC and any resale or redistribution is prohibited.

## 7. What role does cookie selling have for our girls?

- Selling cookies helps girls and young women learn valuable skills such as: teamwork, self-confidence, planning and goal setting, responsibility, community involvement, safety awareness, courtesy, problem solving and decision making.

## 8. Where can I find more cookie resources?

- Wide range of information for download on **memberzone** and [girlguides.ca](http://girlguides.ca) including
  - Cookie history
  - Cookie recipes
  - Cookie All Stars information
  - Ordering and delivery information
- Check out the Cookies page of [guidesquebec.ca](http://guidesquebec.ca) where you can find info on [QC cookie ribbons](#)
- Questions? Contact our Québec Cookie Adviser at [cookies.biscuits@guidesquebec.ca](mailto:cookies.biscuits@guidesquebec.ca)